

To register online go to:
https://www2.montana.edu/confservices/public_health
REGISTRATION DEADLINE: May 28, 2004
Payment due in full at registration.

Name: _____
Organization: _____
Mailing Address: _____
City, State, Zip: _____
Day Phone: _____
E-mail Address: _____

Method of Payment (Sorry, no credit cards):
Check: ___ # _____
Stipend: ___ *(must include non-refundable \$40 payment with stipend form)*

Registration (Check One):
Early Bird: One Class \$150 _____
 (Through May 17th) Two Classes \$250 _____
Regular Registration: One Class \$190 _____
 (After May 17th) Two Classes \$290 _____
Cancellation fee \$40

Class(es) (Circle all you will attend):
1001 1002 1003 1004 1005 1006 1007

Reception: YES, I will attend the complimentary reception on
 Tuesday evening (doorprize awarded) _____

Luncheon: YES, I will attend the luncheon on
 Wednesday _____

Housing: NO, I will be staying off campus. _____
 YES, I would like to stay in the dorms. _____
 (Please complete ONLY if staying on campus)
 Single Room (\$22 per night) _____
 Double Room (\$18 per person per night) _____
 Roommate/Guest _____
 Is your roommate attending the conference? YES___ NO___
 Arrival Date: ___/___/___ Departure Date: ___/___/___
 Gender: F___ M___

Please remit payment to:
MSU Conference Services
280F SUB
PO Box 174150
Bozeman, MT 59717-4150
For more information:
Phone: (406) 994-3333
E-mail: klambrecht@montana.edu

Conference Services
280 Strand Union Bldg.
P.O. Box 174150
Bozeman, MT 59717-4150

Non-Profit Org.
U.S. Postage Paid
Permit no. 69
Bozeman, Montana

2004
**MONTANA PUBLIC HEALTH
SUMMER
INSTITUTE**
MONTANA STATE UNIVERSITY-BOZEMAN CAMPUS



JUNE 7-11, 2004

Emergency Risk Communication
Public Health Law and Policy
Ten Essential Ingredients for Environmental Health Practice
Leading and Managing Change in the Community
Applied Epidemiology for Public Health Workers
Public Health Practice
Program Evaluation for Directors and Managers

The Montana Public Health Summer Institute will provide short-term, intensive educational opportunities for public health system leaders and practitioners, working together under the direction of expert faculty from the University of Washington School of Public Health and from Montana, to develop beginning and advanced skills in a variety of public health arenas. Participants from a variety of disciplines and programs invested in community, environments, and public health have the opportunity to select 1 or 2 of the 7 continuing education courses described in this brochure.

The Institute would not be possible without funding and expertise from the following sponsors:

Montana Public Health Training Institute

**Montana Department of Public Health
and Human Services**

Northwest Center for Public Health Practice

Montana State University

Mansfield Health Education Center

Centers for Disease Control and Prevention

**Health Resources and Services Administration,
through the US Dept. of HHS**

**The Robert Wood Johnson Foundation/
Turning Point**

*CEU Credits are available. Forms will be provided
at the conference for Nursing and Sanitarian CEU's.
CHES and others please inquire at registration desk.*



Schedule of Classes

2 1/2 Day Courses

June 7-9, 2004

1001 Emergency Risk Communication

OR

1002 Public Health Law and Policy

OR

1003 The Ten Essential Ingredients for Environmental Health Practice: A Model for Success

June 9-11, 2004

1004 Leading and Managing Change in the Community

OR

1005 Applied Epidemiology for Public Health Workers

OR

1006 Public Health Practice

OR

1007 Strategies for Success: Program Evaluation for Directors and Managers

Course Descriptions

Emergency Risk Communication (June 7, 8, 9)

Barbara S. Reynolds, M.A., Office of Communication, Centers for Disease Control and Prevention (CDC); Richard W. Brundage, The Center for Advanced Media Studies

This course is a practical what-to-do and how-to guide for the professional who is responsible for communicating with the public, media, partners and stakeholders during a time of crisis. The purpose of the course is to introduce and practice communication principles and tools as they relate to emergency crisis events. Throughout the course, you'll receive instruction about providing risk-benefit information, under intense time pressure, with less than complete information, in order to empower public decision-making and advance behavior that allows for rapid and efficient recovery. Participants will also receive hands-on, interactive training, covering topics of issue response, message development, and on-camera interviewing in a crisis communication environment.

Public Health Law and Policy (June 7, 8, 9)

Pat Kuszler, M.D., J.D., University of Washington; Joan Miles, M.S., J.D., Lewis and Clark City-County Health Department; Jack Thompson, M.S.W., Northwest Center for Public Health Practice; Cindy Watts, Ph.D., University of Washington

This course provides a history and introduction to public health law at all levels of government, the role of law and government in influencing policy change, and contexts that influence policy outcomes. The course will review the historical foundations of public health law, including constitutional issues, and explore current developments at both the federal and state levels. An overview of model public health laws and legal authorities in public health emergencies will be discussed, and illustrations of how recent public health case law has molded public policy developments will be presented. The course also seeks to provide public health leaders with practical skills critical to attaining competency in the policy-making process as well as researching current public health developments.

The Ten Essential Ingredients for Environmental Health Practice: A Model for Success (June 7, 8, 9)

Carl Osaki, R.S., M.S.P.H., University of Washington; Patricia Butterfield, Ph.D., University of Washington, School of Nursing

This course will describe characteristics of contemporary environmental public health practice, based on the Ten Essential Services of Public Health. Participants from all involved disciplines will learn how to organize environmental health and related activities and programs to effectively identify and manage environmental and communicable disease problems and threats that affect the health of people in their communities. The most current and best practices of environmental health programs will be discussed and case studies will be utilized to illustrate the application into practice. A tabletop exercise relating to a hypothetical communicable disease or environmental health incident will be used to demonstrate the learning acquired from the training.

Leading and Managing Change in the Community (June 9, 10, 11)

Jeremy Sappington, M.S.P.H., University of Washington; Sandra Kuntz, Ph.D., R.N., Montana State University, College of Nursing

This seminar will include two areas of learning: 1) A thorough study of Kotter's 8-step model for leading the change process. This model of change management will assist public health leaders in developing and maintaining a system of change management that can be both prospective and reactive. 2) A model for a community based collaborative process. Participants will have an opportunity to apply these concepts in a series of exercises designed to guide these change processes and in building community partnerships in their home agencies and communities, including maternal-child health programs, tobacco, bioterrorism, or other local initiatives.

Course Descriptions Continued

Applied Epidemiology for Public Health Workers

(June 9, 10, 11)

Victoria Holt, Ph.D., University of Washington; Jim Murphy, Epidemiology Program, MT Department of Public Health and Human Services

This course will provide an understanding of the epidemiologic methods, concepts and issues that are critical for the assessment, analysis, and interpretation of health-related data. Participants will be given the opportunity to work in small groups to apply these concepts to short exercises and case studies. Topics to be covered include surveillance, outbreak investigation, screening, and basic epidemiologic measures.

Public Health Practice (June 9, 10, 11)

Jack Thompson, M.S.W., Northwest Center for Public Health Practice; Ellen Leahy, R.N., M.N., Missoula City-County Health Department; Judy LaPan, M.S., M.B.A., Richland County Health Department; Jane Smilie, M.P.H., Montana Dept. of Public Health and Human Services; Melanie Reynolds, M.P.H., Montana Public Health Training Institute

Public health workers are dealing with many unique challenges in their communities. This course will provide a framework for public health practice by examining the history, legal and organizational structures and essential services of public health. Students will understand how to apply the course content to real life situations through participation in group activities and Montana case studies.

Strategies for Success: Program Evaluation for Directors and Managers (June 9, 10, 11)

Luann D'Ambrosio, M.Ed., University of Washington; Tammy Elser, Ed.D., Independent Evaluator; Montana practitioners

The key to a successful program or project is evaluation. This course will demonstrate how evaluation provides formative feedback that helps to guide a program as it is being implemented. The course will cover how summative data can clearly demonstrate that the program is accomplishing its stated goals and objectives. Participants will learn how evaluation can document the important impacts the program has on its target audience and to identify how different components affect the outcomes. The course covers the increasing accountability requirement, communicating evaluation results to stakeholders, sharing evaluation results as best practices models, and demonstrating how needs assessment and program design connect to evaluation. Participants will be asked to bring a project to class to apply the principles and skills covered during the course. Participants will be given the framework and tools, such as familiarity with existing data sets, to evaluate the effectiveness of the programs they manage. Effective program evaluation can lend credibility to the work and accountability for resources spent.

Conference Costs

The prices for attending the Montana Public Health Summer Institute are as follows (includes reception Tuesday, and luncheon on Wednesday):

Early Bird: <i>(Through May 17th)</i>	One Class	\$150
	Two Classes	\$250
Regular Registration: <i>(After May 17th)</i>	One Class	\$190
	Two Classes	\$290

Cancellation fee \$ 40

Lodging Information

A block of rooms has been reserved under "Summer Institute for Public Health" at each of the following hotels. Prices are \$55.00 per night for a single room and \$75.00 for a double.

Please contact the hotel directly to make reservations by May 18, 2004

Best Western City	Days Inn
Center Motor Inn	1321 N. 7th Avenue
507 W. Main Street	Bozeman, MT 59715
Bozeman, MT 59715	(406) 587-5251
(406) 587-3158	(800) 325-2525
(800) 870-3661	

Residence Halls

You may reserve a room in Hannon for yourself and guests. Prices are as follows:

Single Room	\$22.00 per night
Double Room	\$18.00 per person per night

For more information, call (406) 994-3690 or check out the MSU housing website:

www2.montana.edu/confservices/MBI/summerhousingweb1.htm

Parking

Parking passes available for purchase at registration.

Intramural Pass

An intramural guest pass may be purchased at the MSU Intramural office. The \$20.00 pass will allow you access to MSU gym, weight room, and pool facilities for the entire week.